



Fact Sheet

- GOAL.....** Improve health and nutrition of Californians strapped by tight budgets and limited time, reduce health disparities across income and ethnic groups by promoting healthy eating and physical activity
- SCOPE.....** California's largest nutrition coalition ever, uniting state agencies with 65 public entities, 74 non-profit organizations, 30 media outlets, 59 business and industry partners and still growing
- METHODS.....** Grocery store promotions, public service ads, brochures, educational programs, community activities, community leader support
- FINANCING.....** A total of \$16.6 million from the US Department of Agriculture matching funds and granted awards from The *California* Endowment and other state and local governments, foundations and private funds.
- LEAD AGENCIES.....** California Department of Health Services, California Department of Food and Agriculture, California Department of Social Services, University of California Cooperative Extension, California Department of Education
- SUPPORTING**
- CAMPAIGNS.....** Project LEAN, *California 5 a Day — for Better Health!*, American Cancer Society's Eat Right and Exercise
- RESEARCH.....** California Dietary Practices Survey focus groups, and multiple other sources

CALIFORNIA NUTRITION FACTS

- ☐ Poor diet and physical inactivity cause 14 percent of preventable deaths in California
- ☐ Poor diet and physical inactivity cost California \$15 billion in yearly health care costs
- ☐ Adults with the lowest income and education and key ethnic minorities experience a disproportionate share of chronic diseases
- ☐ Fewer than one-half of California adults report regular physical activity
- ☐ Only one-third of lower income or less educated adults can name a food that affects the risk of heart disease or cancer

The *Network* Recommends:

- ✓ 5 servings fruits and vegetables daily
- ✓ 4 servings of whole grain breads, cereals daily
- ✓ 3 servings low-fat milk products daily
- ✓ 2 small servings lean chicken, meat or fish daily
- ✓ 1 serving beans every other day
- ✓ 30 minutes of moderate physical activity daily